

INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES

507 FIFTH AVENUE • NEW YORK • VANDERBILT 6-6075

March 10, 1942

Mr. Addison Taylor
Station WPRU
Princeton University
Princeton, New Jersey

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Dear Doc:

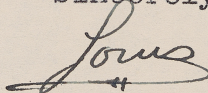
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The Beachcomber has agreed to a test spot campaign of one minute spots over WPRU. These spots are to be presented this week-end, Wednesday, Thursday, and Friday, March 11, 12, and 13. The copy is being forwarded directly to you by the Beachcomber.

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The contract is being written for 5:30 and 8:00 on the three days mentioned above: a total of six spots.

If Princeton men show up at the Beachcomber this week-end, the advertisements undoubtedly will be continued for your station. In other words, the pulling power of your station is the biggest factor involved.

Let's see what kind of job you can do.

Sincerely,



Louis M. Bloch, Jr.
Manager

LMB:nrf